**3.01 Very Important Terms to Multimedia Activity**

Directions: Use the 3.01 Multimedia Terms and Definitions handout as a resource to determine how the below listed terms are important to multimedia. You may use the below spaces or software to record your responses

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| **General Terms** | **Why are the terms important to multimedia** |
| Multimedia | Different types of media including text, video, sound, graphics and animations. |
| Multimedia Presentations | A computer based, interactive experience that incorporates text, graphics, sound and video. |
| Copyright Law | Copyright ensures that the author’s rights of images and sounds used in multimedia products are protected and acknowledged. Copyrighted material cannot be used without the owner’s permission. |
| Fair Use | Fair use allows others to use copyright material without infringing on the rights of the owner. Beware that these are only guidelines and do not protect the user from lawsuits! |
| **Basic Parts of Multimedia Presentations** | |
| Build Effect |  |
| Hyperlinks |  |
| Menus |  |
| Navigation Buttons |  |
| Slide Transitions |  |
| **Design Elements** |  |
| Asymmetrical Balance |  |
| Balance |  |
| Interactivity |  |
| Inter-screen Unity |  |
| Intra-screen Unity |  |
| Linear Presentations |  |
| No Balance |  |
| Non-linear Presentation |  |
| Optical Center |  |
| Optical Weight |  |
| Rollover |  |
| Sequential Navigational Scheme |  |
| Symmetrical Balance |  |
| Treatment |  |
| **Software** |  |
| Authoring Programs |  |
| Adobe Director |  |
| Adobe Flash |  |
| Players |  |
| Adobe Shockwave Player | Plays web content that has been created with Adobe Director. |
| Toolbook |  |